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**CC:** Devin Strecker, Joseph Mariani, LorinLappin, Matthew Severson  
**Subject:** Meeting announcement for Thursday February 18  
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Greetings HPOA Board,

Please find attached the agenda for this Thursday's board meeting.

Please note that we have set aside 75 minutes to meet with our two attorneys, Jeff Briggs and Michael Colantuono, in CLOSED SESSION this week.. Because Michael will be flying back to Sacramento and needs to leave Hollywood no later than 5:45 p, we will start the meeting promptly at 4 p.m., so that we can optimize your time with him.

Also, we are extending the meeting until 6:30 p.m., to accommodate both the closed session and business items. With respect to the board retreat planned for April, please come prepared to share your ideas on what you would like to see accomplished that day, and how the staff can prepare. We want to be responsive to your needs for information and analysis to help make the most of that extended meeting time.

Please RSVP directly to Lorin as to your attendance this Thursday:  
lorin@hollywoodbid.org<mailto:lorin@hollywoodbid.org>

Also, tomorrow we have a meeting at 4 p.m. at the office to discuss a plan for the Music + Arts Festival. All board members are invited - we are seeking your guidance at this upcoming board meeting as to whether this is an endeavor you support for a second year. It is very important to hear your feedback, and we welcome your participation at tomorrow's meeting!

P.S. We have worked a deal with the parking lot behind our building. If you are coming for a BID meeting, please indicate to the attendant. He should only charge you \$6.

Kerry

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Kerry Morrison, Exec. Director  
Hollywood Property Owners Alliance

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**HOLLYWOOD PROPERTY OWNERS ALLIANCE  
BOARD OF DIRECTORS  
Agenda  
February 18, 2016  
4 p.m. to 6:30 p.m.  
HPOA Headquarters Office  
6562 Hollywood Blvd**

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- I. 4:00 P.M. CALL TO ORDER – President Monica Yamada
- II. OPEN FORUM & INTRODUCTIONS
- III. 4:05 APPROVAL OF THE MINUTES  
**Action:** January 21, 2016
- IV. 4:10 P.M. CLOSED SESSION  
A. Conference with Legal Counsel, Initiation of Litigation (Gov. Code § 54956.9, subd. (d)(4))  
Number of Potential Cases: 1
- V. 5:30 P.M. RECONVENE
  - Report of Action Items from Closed Session
- V. 5:35 P.M. TREASURERS REPORT - Mark Echeverria  
**A. Action:** Review/approval of final December 31, 2015 financial statement
- VI. 5:40 P.M. NEW BUSINESS  
A. Coalition for Jobs and Housing – Joe Mariani
  - 1. **Action:** Discuss board's position relative to adding HPOA name to list of supporters of Coalition for Jobs and Housing Coalition organizing to oppose the Neighborhood Integrity Initiative
- VII. 5:50 P.M. COMMITTEE/ACTIVITY REPORTS  
A. Nominating Committee – Lyons/Gargano/Beck  
B. Streetscape and Planning– Matthew Severson
  - 1. Landscaping project updates  
C. Marketing and Communications – Devin Strecker
  - 1. Haines & Co projects for 2016 - for board review and comment
    - a. Spotlight on historic theatres in Hollywood Entertainment District – potential theatre tour
    - b. Foodie blogger tour
    - c. Deskside briefings with Curbed, LAist, Urbanize LA
    - d. Mid-BID storefront activation
    - e. Messaging aligned with Coalition for Jobs and Housing
    - f. Only in Hollywood Music + Arts Festival promotion and branding



2. Report from 2/16/16 meeting of Festival Steering Committee

- a. Review proposed plan, budget and sponsorship goals

**Action:** approve the coordination of the 2016 Only in Hollywood Music + Arts Festival for October 6 – 8, 2016 as a key project to promote positive communications and messaging for the Hollywood Entertainment District. Authorize allocation of \$25,000 from Marketing Activities budget toward this initiative (and ancillary support from temp help and insurance budgets)

3. Report from window activation working group

D. Security – John Tronson and Kerry Morrison

1. Report on scheduling and deployment options for board consideration to extend security patrol hours into late night three nights a week. Cost impact: (a) Option A no cost impact; (B) Option B allocation from contingency reserves – Bill Farrar, Andrews International

- a. **Action:** approve pilot project to adjust hours to accommodate a night-time patrol

VIII. 6:20 STAFF REPORT

A. Office Open House: Thursday February 25 at 5:30 p.m.

B. Proposed Board Retreat: April 21, 2016

- a. Board discussion regarding topics to explore  
b. Potential speakers  
c. Field experiences

IX. 6:30 P.M. ADJOURN

*For more information, contact HPOA Staff at 323-463-6767. As a covered entity under Title II of the Americans with Disabilities Act, organizations that contract with the City of Los Angeles do not discriminate on the basis of disability and upon request will provide reasonable accommodation to ensure equal access to its programs, services, and activities. Sign language interpreters, assisted listening devices, or other auxiliary aids and/or services may be provided upon request. To ensure availability of services, please make your request at least 3 business days (72-hours) prior to the meeting by contacting the office of the Hollywood Property Owners Alliance at 323-463-6767.*

